



EVENT SPONSORSHIP OPPORTUNITY

MOBILEMONDAY
Shanghai Chapter





Background

Founded in Helsinki in 2000, MobileMonday (www.mobilemonday.net) is now the most developed mobile industry-related community and event organizer. MobileMonday is a non-profit organization, already running in more than 70 cities around the world, regrouping over 80,000 mobile professionals and holding over 400 events worldwide in 2007.

MobileMonday in Shanghai – Why Speak/Participate/Sponsor?

MobileMonday Shanghai (www.mobilemondayshanghai.net) is one of the leading networking communities and series of events in China; and the only one in Southern/Eastern China for mobile professionals.

MobileMonday has become the leading voice for the mobile and associated industries in Shanghai since it was launched in October 2006, and regularly draws between 100 and 150 guests at each meeting. MobileMonday Shanghai has so far hosted 22 events (as of August 2010) on such relevant topics as mobile advertising, mobile user-generated content, mobile TV, mobile payment and transactions, mobile web 2.0, branded handsets, Mobile IM, Mobile gaming, Location-based services and social networking, mobile search, etc. Each topic is presented by leaders in the industry with majority of companies presenting, represented by their CEO's.

In addition to the regular events organized by the MobileMonday Shanghai team, our monthly newsletter reaches out to over 3,000 registered members each month (growing ~100 per month). These members represent the most comprehensive database of mobile and mobile affiliated industry professionals.

Our media partnerships and other industry partnerships, ensure that MobileMonday member organizations and sponsors receive significant exposure through other channels too.

Event Format

Events take place on one Monday every other month, officially from 7pm till 9.30pm, however, generally extending further as members spend time to network and interact.

Each guest is charged 100RMB at the entrance. This ensures audience relevancy and allows us to maintain the high standards and quality of the event that our guests and sponsors expect.

Event starts with 30-40 min networking, followed by 3 presentations (in general) of 10 minutes by keynote speakers, and a 45 min panel with keynotes and other guests panelists, followed by a full meal and more networking.

Venue is Kathleen's 5 restaurant and bar, on the top floor of the Shanghai Art Museum (上海美术馆). 325 Nanjing West Road, cross street Huangpi Nan road), close to the JW Marriott (Kathleen's 5 is a very high-end venue, yet very central and big enough to contain our monthly meetings. The ambience and layout ensure excellent exposure for our supporting sponsors too.



Past Speakers

MobileMonday Shanghai attracts the highest quality speakers from leading companies in China. Over the last 4 years, some of our speakers (who are also regular guests) include:

- Alvin Wang Graylin—CEO and Co-founder, mInfo Inc
 - Justin Mallen, CEO Silk Road Telecommunication
 - Joshua Maa, CEO and Founder, Madhouse
 - Jeff Merkel, EVP Asia-Pacific, AdMob/Google
 - Duncan Clark, CEO/Founder, BDA
 - Li Zhaohui (Jeffrey Li) – Director, Strategic Partnership Development, Google
 - Wei Shen, CEO, GMedia Corporation
 - Alvin Yang, Director of Business Development, Tencent
 - Alex Liang, Founder and CEO, Pica
 - Henry Cheung, Regional Director, Walt Disney Company (Shanghai) Limited
 - Ms Jian Hu, Chief Finance Officer, EBT Mobile
 - Ding Gang (Mike), Associate Director, Bluerun Ventures
 - Rob McCormack, Managing Director, Mustang Ventures
 - Mu Rong, Founder / CEO of PepTalk
 - Sam Flemming, CEO/Founder, CIC Data
 - Jeff Lin, APAC Managing Director, Gypsii
 - Pierre Asseo, Managing Director Asia, Modelabs
 - Greg Shen, CEO, Smartpay
 - Zhu Bo, Founder/CEO, Cgogo
 - Xin Ye, CEO, Casee
- Etc (detailed list of past speakers and representative list of members available on request)

Current regular Event and Media Partners

In addition to event sponsors, MobileMonday Shanghai regular partners include:

Great Wall Club

Purely focused on Mobile Internet, The Great Wall Club is a CEO member-based industry trade organization. Founded in 2008 by 8 leading mobile internet companies in China, it has grown from 8 to 70+ members in a year, and started expanding in Asia, Europe and the US. www.thegreatwallclub.com

Amiando

Amiando is a leading online event management and ticketing company. www.amiando.com

Interfax China:

Interfax China is a leading provider of the English-language news on the China's key industries: IT, telecommunications, energy, health and metals. (www.interfax.cn). Interfax China is a member of the Interfax International Information Group. The Group includes the largest news agencies of Russia and Ukraine and is present in other countries of the former Soviet Union as well as in the Central Europe. Interfax China employs an international staff with many different nationalities represented.

Kathleen's 5 Restaurant & Bar

Kathleen's 5 Restaurant & Bar is one of the finest tables in Shanghai, serving continental food with a particular attention to bringing the finest ingredients and an efficient whilst discrete service, enabling guests to enjoy the contemporary art-rich atmosphere of the historical Shanghai modern art Museum in which the restaurant is built, and a breath-taking view over People square's garden and scenery. "K5" has been a partner of MobileMonday since its inception in Shanghai in 2006.



Founders & Organizers:

Bruno Bensaid, Co-Founder of MobileMonday Shanghai chapter

An old-timer in China (+10 years), Bruno Bensaid is one of the few foreigners who successfully led a China mobile value-added services provider from 2002 to 2005. Since 2006, Bruno devotes his time coaching venture capital funds and local Chinese startups on strategy, operations and fundraising. Bruno successfully placed several companies in the social networking, online advertising and e-commerce fields to local and international investors, and is an angel investor in several ventures himself. Bruno is also a regular speaker and moderator at local and international mobile and online conferences. [Bruno@mobilemondayshanghai.net](mailto: Bruno@mobilemondayshanghai.net)



Ranjit Singh, Co-founder of MobileMonday Shanghai Chapter, is the CEO of Fugumobile Limited, a leading mobile marketing and gaming company headquartered in Shanghai and has a deep understanding of brand marketing, consumer entertainment and technology gained from over fourteen years in the consumer, Internet and telecom industry. [Ranjit@mobilemondayshanghai.net](mailto: Ranjit@mobilemondayshanghai.net)



Tracy Wang is a project manager with mobileMonday Shanghai. Tracy's full time job is Sr Analyst at Shanghaivest, in charge of liaison with the Chinese clients of Shanghaivest. Tracy Wang has more than 9 years experience in semi-conductors, consumer electronics and in the financial industry. Prior to joining Shanghaivest in 2009, Tracy had Asia-wide responsibilities with Philips Consumer Electronics and with STMicroelectronics. Her work involved project management and research for the APAC controllers, such as price management, capacity planning, inventory management, competitive analysis etc. [tracy@mobilemondayshanghai.net](mailto: tracy@mobilemondayshanghai.net)



Bill Crampton is a project manager with MobileMonday Shanghai. Bill's full time job is as CEO of an education company in the USA, and a mobile content company in China. Bill has more than 15 years experience in China since he first came as a student and English teacher in 1986. He has started up two companies in China, one Joint Venture with Fudan University in Shanghai in 1999, and one Wholly Owned Foreign Enterprise (WOFE). Bill has two MA degrees focused on China and is a published author who has written 28 language training books, and edited 12 more. Bill is fluent in Chinese, and also speaks Japanese. [billc@treasurebeam.com](mailto: billc@treasurebeam.com)



Yilin (Linda) Wen, a project manager of MobileMonday Shanghai Chapter, is a manager of Technology, Media and Telecom at Gerson Lehrman Group, which connects the world's leading institutions with the world's leading experts. Linda has 14-years experience working at China Telecom and one of the earliest telecom JVs. Her role covered marketing, sales, project, and product management while she launched earliest broadband service in China and involved in last mile infrastructure planning for carriers and total solution for enterprises and consumers. [yilin@mobilemondayshanghai.net](mailto: yilin@mobilemondayshanghai.net)





Sponsorship Opportunity

By sponsoring MobileMonday Shanghai, you can reach not only the local mobile industry, but leading voices in affiliated industries such as advertising, finance, etc

Ten Reasons why you should sponsor MobileMonday Shanghai:

1. Reach out to our registered database of 3,000 members (growing ~100/month) through our regular newsletter.
2. Events with a regular attendance of 100 – 150 guests.
3. 60% of member base are senior, director or C-level executives.
4. Over 75% attending members are Chinese nationals with direct management/P&L responsibility.
5. Each event runs for over 3 hours giving your brand huge exposure.
6. Highly targeted audience, each one could be considered a high net worth individual.
7. Associate with a market leading event in a very upmarket location.
8. Media and Industry association partnerships extend your brands exposure to a much larger market of high net worth individuals.
9. As part of a global organization, your brand gets exposure through links on MobileMonday global chapter websites
10. And finally, because it quite simply is the best platform for a brand targeting discerning, high value consumers.....

As a sponsor: Gain direct, web and media exposure before, during and after events

- Email exposure: sponsor banner in html-emails sent to guests prior to events (+3,000 x 2 emails sent monthly, growing ~100/month).
- Web site exposure: typically 155x255 pixels vertical banner, on the on the right side of MobileMonday Shanghai home page (www.mobilemondaysanghai.net).
- Giant (2 x1 m) vertical sponsor banner, placed on stage (or reception) during events.
- Possibility to hold a promotion booth (at sponsor's expenses) held during events to demo products and services, as well as promotional giveaways during the event.
- Possibility to suggest speakers and topics
- Possibility to invite 5 guests in total (including Sponsor's employees). MobileMonday seating is limited, and on invitation only. The list of chosen guests and employees will be provided to MobileMonday at least one week prior to event.





活动赞助机会

MOBILEMONDAY
上海





背景

2000年成立于赫尔辛基，MobileMonday (www.MobileMonday.net) 是目前最领先的移动通信行业相关的社区和活动的组织者。 MobileMonday是一个非盈利的组织，已经在全球70多个城市运行，在2007年在全球组织了400多个活动，有80,000多位移动专业人士参加。

MobileMonday 上海 - 为什么要来演讲，参与或者赞助？

MobileMonday上海 (www.MobileMondayshanghai.net) 是中国的领先的网络社区之一，有一系列活动；而且是在华南华东地区唯一的一个针对移动专业人士的网络社区。

从2006年10月成立以来，MobileMonday 已经成为上海地区移动和相关产业领先发言人，每次会议都吸引了100至150人参加。截至2010年8月，MobileMonday 上海已举办22项相关主题活动，内容包括：手机广告、移动用户生成的内容、手机电视、移动支付和交易、移动Web 2.0, 品牌手机、移动IM、手机游戏、基于位置的服务和社交网络、移动搜索等。每个主题都由行业领先的主流公司进行介绍，由公司CEO进行演讲。

除了 MobileMonday 上海团队举办的定期活动，我们的每月通讯送到超过 3000 个注册会员(每月以 100 人的数量递增)。这些成员代表了最完整的移动和移动相关行业人群。

我们的媒体伙伴关系和其他行业的合作伙伴也能保证 MobileMonday 成员组织和赞助商通过各种其他渠道获得曝光和宣传。

活动形式

活动在每两个月的一个星期一举行，从晚上 7 点到晚上 9 点半。然而，会员会用更多地时间在一起沟通和互动。

每位客人在入口需支付 100 元入场费。此收费能确保来宾的相关性和活动的高标准性，以达到我们的客人和赞助商的期望值。

每次活动先开始 30-40 分钟的自由沟通，接着通常有 3 场主题演讲，每场 10 分钟，然后是 45 分由演讲者和其他嘉宾一起参加的小组讨论，最后是用餐和更多的自由沟通时间和社交的活动。

会场在 Kathleen' s 5 餐厅和酒吧。其位于在上海美术馆顶楼，南京西路 325 号黄陂南路路口，靠近 JW 万豪酒店。Kathleen' s 5 是一个非常高端场所，处于市区最中心地段，且场地宽敞，足以容纳我们的每月例会。它的高雅氛围和布局确保我们赞助商的完美呈现。



以往演讲人

MobileMonday上海吸引了中国领先的公司的高品质的演讲者。在过去的4年中，我们的一些演讲者（同时也是活跃会员）包括：

- 汪丛青- CEO兼联合创始人，明复公司
- Justin Mallen, 总裁 杭州世导科技
- 马良骏, 首席执行官和创始人, 亿动广告传媒
- Jeff Merkel 执行副总裁亚太区, AdMob/谷歌
- Duncan Clark CEO /创始人, BDA咨询公司
- Li Zhaohui (Jeffrey Li), 战略伙伴关系发展, 谷歌
- 沈维, CEO, 银河传媒
- Alvin Yang 业务总监发展总监, 腾讯
- 梁晖, 创始人兼首席执行官, 掌中无限公司
- Henry Cheung, 区域总监, 沃尔特迪斯尼公司（上海）有限公司
- 胡健女士, 财务总监, 光大移动
- 丁刚, 副总监, 蓝驰创投
- Robert McCormack, 执行董事, 愈奇投资咨询（上海）有限公司
- 穆荣, 创始人/CEO, 苏州贝多科技有限公司
- 费嘉明 CEO/创始人 CIC
- Jeff Lin, 亚太地区董事总经理, GyPSii图钉社区
- Pierre Asseo, 亚洲董事总经理, Modelabs
- 沈国伟, CEO, 捷银
- 朱波, 创始人/总裁, Cgogo
- 叶忻, CEO, 架势无线

** 详细名单和过去的发言代表名单可根据要求提供

目前常规活动和媒体合作伙伴

除了活动赞助商，MobileMonday 上海的合作伙伴包括：

长城会

长城会是全球移动互联网CEO俱乐部。2008年由8个领先的中国移动互联网公司组织成立，它已经在一年内从8增加到70多个会员，并开始在欧洲，亚洲和美国的扩张。 www.thegreatwallclub.com

Amiando

Amiando是一家领先的在线活动管理和票务公司。 www.amiando.com

国际文传(中国)电讯社:

国际文传(中国)电讯社是一个报道中国重要行业的英语新闻供应商，行业包括：IT，电信，能源，健康和金属。 (www.interfax.cn)。国际文传(中国)电讯社是国际信息集团的成员。该集团包括俄罗斯和乌克兰最大的新闻机构，遍布在原苏联以及中欧。文传电讯社中国雇佣了许多不同国籍的国际员工。

Kathleen' s 5 餐厅和酒吧

Kathleen' s 5 餐厅和酒吧是上海最优秀酒吧之一，提供欧式食物和最优质的原料和高效率的服务，让客人享受浓郁的当代艺术气氛。该餐厅在上海现代艺术博物馆建成，来客可享受人民广场的花园和风景。“K5”一直是MobileMonday上海自2006年成立以来的合作伙伴。



Founders & Organizers 创始人和组织者:

Bruno Bensaïd布鲁诺, MobileMonday上海联合创始人。十年前来到中国,布鲁诺是少数成功地领导中国本地移动增值服务提供商的外国人之一(2002-2005)。自2006年以来,他致力于风险投资基金和当地华人初创企业在战略,运营和筹款的培训。布鲁诺成功地将社交网络,在线广告和电子商务领域的公司提供给了本地和国际投资者,并提供天使投资。布鲁诺还经常在本地或者国际会议中作为演讲者和会议主持人。

Bruno@MobileMondayshanghai.net



Ranjit Singh, MobileMonday 上海联合创始人。Ranji 是 Fugumobile 有限公司——领先的移动营销和游戏公司的总裁。公司总部设在上海。Ranjit 对于品牌营销,消费娱乐和技术有着深刻理解,拥有超过 14 年的消费品,互联网和电信行业经验。

Ranjit@MobileMondayshanghai.net



Tracy Wang, MobileMonday上海的项目经理。Tracy的全职工作是在灵石投资任高级分析师,负责联系灵石投资的中国客户。Tracy有超过9年半导体,消费电子产品和金融行业从业经验。在2009年加盟灵石投资前,Tracy在飞利浦消费电子产品和意法半导体负责亚洲范围的工作。她的工作涉及对亚太地区的项目管理和研究,如价格管理,容量规划,库存管理,竞争分析等。tracy@MobileMondayshanghai.net



Bill Crampton, MobileMonday上海项目经理。Bill全职工作是一个在美国教育公司以及一个中国移动内容公司的首席执行官。从1986年首次作为在中国的学生和英语老师以来,他已在中国拥有超过15年的经验。他建立了两家公司:一家于1999年与复旦大学和办的合资企业和一家外资独资企业。Bill有两个硕士学位也是个作家,编写了翻译成28种语言的培训教材,并编辑了12版。比尔中文流利,也讲日语。

billc@treasurebeam.com



温毅琳, MobileMonday 上海项目经理,在美国格理集任技术,媒体和电信行业任行业分析经理。美国格理集团连接世界领先的专家网络和投资机构。温小姐拥有 14 年电信行业经验。曾服务于中国电信以及和中国本土最早电信合资企业之一。她的角色包括市场营销,销售,项目和产品管理,同时她开展了中国最早的宽带接入业务,并从事运行商的最后一公里的基础建设规划,为企业和消费者的整体接入解决方案的工作。

yilin@MobileMondayshanghai.net





赞助机会

通过赞助MobileMonday上海，您不仅可以接触到本地移动行业并聆听相关行业的领先者的观点，如广告，金融等。

您应该赞助MobileMonday上海的十大原因：

1. 通过定期通讯，接触到我们3000名注册会员（每月递增100人）
2. 每个活动出席100-150个与会者
3. 60%的会员都是高层的管理人员、董事或者C级别的高管。
4. 超过75%与会者是中国本地人员，直接负责公司盈亏。
5. 您的品牌在活动中的有超过3小时曝光宣传。
6. 具有高度针对性的受众，每位来宾都是高端的、极具价值的人脉。
7. 在高端的市场行业，领先的市场活动。
8. 我们的媒体和行业协会伙伴可以将您的品牌在更大、更高端的客户群众中宣传。
9. 作为一个全球性组织的一部分，你的品牌可以通过MobileMonday全球的篇章链接进行宣传。
10. 最后，它是品牌定位、高端客户的最佳平台... ..

作为赞助商：在每一次活动的前、中、后获得直接的，网站和媒体曝光

- 邮件曝光：活动前赞助商的横幅在 HTML 电子邮件发送给会员（每月 3000 人 x 2 电子邮件，每月递增 100 人）。
- 网站曝光：通常位于 MobileMonday 上海网站首页右侧的 155x255 垂直横幅。
(www.MobileMondaysanghai.net)。
- 2*1 米的垂直赞助海报，放置在讲台上或者前台。
- 活动期间放置促销摊位（费用由赞助公司负责）展示产品和服务或者发放赠品。
- 可建议演讲者和主题。
- 可以邀请 5 位来宾（包括赞助商的员工）免费入场。MobileMonday 座位是有限的，只对受邀者开放。所选定的客人和员工名单需在活动一周前提供给 MobileMonday。

